



TECHNOLOGY AREA TEMPLATE

DEFINITION

<i>Name</i>	Analysis Personalization
<i>Description</i>	A process to present or recommend documents, purchases or actions specific to the visitor.
<i>Rationale</i>	Utilizing information from previous interactions simplifies subsequent interactions and can reduce potential errors in the transaction process.
<i>Benefits</i>	<ul style="list-style-type: none">• Reduces data entry errors• Makes citizen feel welcome• Benefits the customer by reducing the amount of data they must provide again.

ASSOCIATED ARCHITECTURE LEVELS

<i>Specify the Domain Name</i>	Privacy
<i>Specify the Discipline Name</i>	Personalization

KEYWORDS

<i>List Keywords</i>	Information, interaction, visit, qualified, personalization
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ASSOCIATED COMPLIANCE COMPONENTS

<i>List the Compliance Component Names</i>	<ul style="list-style-type: none">• Rule based• Filtering
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ASSOCIATED PRODUCT COMPONENTS

<i>List the Product Component Names</i>	NA
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CURRENT STATUS

<i>Provide the Current Status</i>	<input type="checkbox"/> In Development <input type="checkbox"/> Under Review <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Rejected
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AUDIT TRAIL

<i>Creation Date</i>	02-28-2005	<i>Date Approved / Rejected</i>	5/10/05
<i>Reason for Rejection</i>			
<i>Last Date Reviewed</i>		<i>Last Date Updated</i>	
<i>Reason for Update</i>			